



NatureCycle

UI/UX Case Study - Mobile App

Taemin Kim
INM300SCC



INTRODUCTION

PROJECT OVERVIEW

The NatureCycle app attempts to combine environmental beauty with technological convenience. It enables customers to make informed, eco-friendly decisions while reducing waste with unique features like as skin analysis, virtual try-ons, and instructional materials.

Despite its promise, there are obstacles in raising environmental awareness, streamlining garbage collection, and developing a sustainability-focused community. The app aims to solve these difficulties by offering a user-friendly platform for raising awareness and promoting action.

MY ROLE

UI/UX Research

UI/UX Design

Usability Testing

User Interviews

Wireframing & Prototyping

THE GOAL

NatureCycle's major goal is to produce a mobile app that combines sustainable beauty with customer convenience. By adding features such as skin analysis, virtual try-ons, and recycling programs, the app enables users to make environmentally informed selections while decreasing waste.

Our goal is to create an easy, user-friendly software that combines a broad product list with new features. The primary goal is to increase user involvement, raise environmental awareness, and inspire active participation in sustainable behaviors.

CLIENT GOAL

OUR GOAL





THE PROJECT

NatureCycle is fundamentally committed to sustainability, with an emphasis on waste reduction, complete recycling, and promoting education to empower citizens to protect the environment.

Our purpose motivates us to develop a mobile app that promotes sustainable practices in the beauty sector.

NatureCycle aspires to develop a platform that promotes eco-friendly beauty while also inspiring significant change via innovation and user-centric design.

CHALLENGES

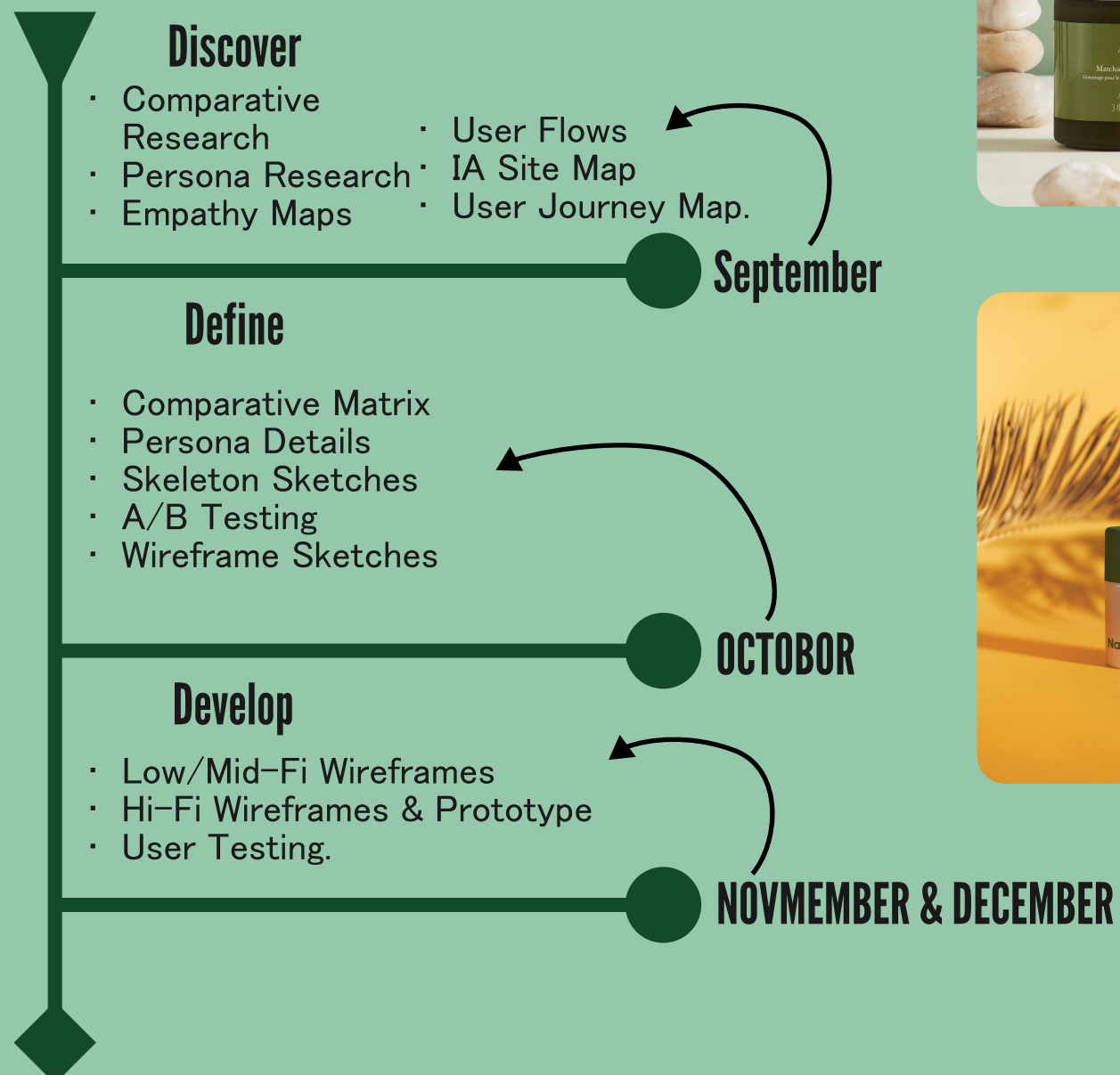
- Ensuring product quality and transparency.
- Reducing waste and promoting comprehensive recycling.
- Enhancing consumer education and environmental awareness.
 - Boosting user engagement.
- Improving accessibility to sustainable solutions.

ASSUMPTIVE SOLUTIONS

- Detailed and transparent product descriptions.
 - A dedicated waste collection and recycling program.
 - An intuitive, user-friendly interface with interactive tools.
- Social features like blogs, chat forums, and community discussions.
- Loyalty programs and incentives to encourage sustainable habits.

The Project Vision

Project Timeline



Ideas

- Filters enhance ease and accessibility.
- An educated community that provides sustainable news and updates.
- Skin analysis, virtual try-ons, and a routine builder are all tools for personalizing the user experience.
- A loyalty and recycling program that encourage sustainable behavior.

Uncertainties

- The app's implementation of sustainable principles is complex.
- Inaccuracies or inefficient tools may frustrate users.
- Low user engagement and uptake of sustainable features.

Success Measurements

- User feedback and reviews.
- App use and engagement rates.
- Impact on sustainability (e.g., trash reduction and recycling).

THE CLIENT

The NatureCycle logo emphasizes the harmony of natural beauty and sustainability.

The motto, "Beauty with Purpose, Earth in Mind," highlights the brand's dedication to environmentally sustainable skincare.

Made from recycled human excrement, the logo's basic style represents both personal care and environmental responsibility.

“Beauty with Purpose, Earth in Mind.”



CLIENT LEAN CANVAS

Problem

- Lack of eco-friendly beauty options and education
- Limited product accessibility and transparency
- Low consumer engagement in sustainability

Solution

- A user-friendly software includes skin analysis, virtual try-ons, and recycling initiatives
- Social aspects (blogs, community) to increase awareness and engagement

Unique Value Proposition

- Sustainable beauty is made simple with eco-friendly products and educational resources

Unfair Advantage

- Strong emphasis on environmental sustainability and innovative product sourcing

Customer Segment

- Eco-conscious consumers
- Environmental activists
- Young generations (Millennials, Gen Z)
- Nature lovers and organic beauty fans

Alternatives

- Other eco-friendly brands (e.g., The Ordinary, Coco kind)
- DIY skincare solutions

Cost Structure

- App development, marketing, and operational recycling program
- Partnerships with affiliates and stores

Revenue Streams

- Subscriptions
- Sales through app and partnerships
- Affiliate marketing
- Advertising

Key Metrics

- Environmental impact
- User satisfaction
- Sales growth

Channels

- Mobile app
- Social media
- Store partnerships
- Virtual Try-On

Early Adopters

- Beauty influencers passionate about sustainability
- Eco-conscious consumers
- Sustainability advocates

“Where Beauty Meets Sustainability.”

Comparative Analysis

After testing many skincare brands, it's evident that each has distinct strengths and places for development. NatureCycle distinguishes out for its innovative approach to sustainability, particularly its utilization of recycled human waste in product development to encourage environmental conservation.

However, one prevalent theme among rivals is the lack of mobile applications, sustainability initiatives, consumer loyalty schemes, and physical sample offerings.

The following sections will go deeper into these data, providing a detailed overview of the skincare market and outlining potential for NatureCycle to profit on.



COMPARATIVE RESEARCH

CASE STUDY
TAEMIN KIM
INM300SCC

BIOSSANCE.



<https://www.biossance.com/>


Alignments

- Alignments
- Solutions
- Weaknesses

Chun Cheung

Competitor AVEA

<https://www.avea.ca/>




Alignments

- Alignments
- Solutions
- Weaknesses

SKIN1004

<https://skin1004.com>




ALIGNMENTS

- Alignments
- Solutions
- Weaknesses

Tahira Lima

Competitor: The Ordinary

<https://theordinary.com/en-ca>



Alignments

- Alignments
- Solutions
- Weaknesses

Pagge Hsu

Competitor: L'Occitane

<https://www.loccitane.com/en-ca/>




ALIGNMENT

- ALIGNMENT
- SOLUTIONS
- WEAKNESS

Taemin Kim

Competitor: The Body Shop



WEBSITE

ALIGNMENT

- ALIGNMENT
- SOLUTIONS
- WEAKNESSES

Aēsop

<https://www.aesop.com.au/en/>




ALIGNMENT

- ALIGNMENT
- SOLUTIONS
- WEAKNESSES

	The Ordinary	SKIN1004	BIOSSANCE.	LUSH FRESH COSMETICS	NATURCYCLE
	What marketing tactics is our competitor using, and how can we modify our marketing strategy to better reach and engage our target audience?	What marketing tactics is our competitor using, and how can we modify our marketing strategy to better reach and engage our target audience?	What marketing tactics is our competitor using, and how can we modify our marketing strategy to better reach and engage our target audience?	What marketing tactics is our competitor using, and how can we modify our marketing strategy to better reach and engage our target audience?	What marketing tactics is our competitor using, and how can we modify our marketing strategy to better reach and engage our target audience?
Brand Positioning					
Customer Segments					
Product Portfolio					
Marketing Channels					
Competitive Advantages					
Brand Values					
Customer Engagement					
Brand Identity					
Brand Personality					
Brand Voice					
Brand Story					
Brand Promise					
Brand Experience					
Brand Reputation					
Brand Loyalty					
Brand Awareness					
Brand Recall					
Brand Recognition					
Brand Association					
Brand Image					
Brand Perception					
Brand Attitude					
Brand Behavior					
Brand Beliefs					
Brand Emotions					
Brand Values					
Brand Personality					
Brand Voice					
Brand Story					
Brand Promise					
Brand Experience					
Brand Reputation					
Brand Loyalty					
Brand Awareness					
Brand Recall					
Brand Recognition					
Brand Association					
Brand Image					
Brand Perception					
Brand Attitude					
Brand Behavior					
Brand Beliefs					
Brand Emotions					

LUSH FRESH HANDMADE COSMETICS




Alignments

- Alignments
- Solutions
- Weaknesses

<https://www.lush.com/ca/en-ca>

BURT'S BEES

<https://www.burtsbees.com/>



Alignments

- Alignments
- Solutions
- Weaknesses

Comparative Matrix

CASE STUDY
TAEMIN KIM
INM300SCC

○ GREAT △ GOOD ✗ BAD

	The Ordinary.	SKIN1004	BIOSSANCE™.	LUSH
User Interface	○ Clean UI	○ Clean UI, Elegant	△ Modern Informative Interface	△ Bold and colorful,
Customer Support	✗ FAQ, Email But LiveChat	✗ Email, Lack of FAQ	△ Help Center, Livechat, Chatbot, Email, FAQ	△ Email, Phone, SMS, Livechat, FAQ, A Virtual Shopper
Loyalty Program	○ Discount for every customer	✗ Unavailable	○ Rewards program, Discount, VIP	△ Discount for re-tuning containers
Sustainability Program	○ Recyclable, Affordable Material	△ High-Quality But Recycling	△ Energy-efficient Factories,	○ Recyclable and biodegradable materials
Customer Acquisition Tactics	△ Influencers, Affordable Price	○ Skin Type Test, Customizable Products	△ Skin Test	△ Local communities, Campaigns
Subscription-Based Service	○ Flexible Subscription Service	✗ Email	△ Offers, promos, updates.	○ Custom monthly product subscription.
Social Media	△ Tik Tok, Youtube Instagram	○ Tik Tok, Youtube Instagram, FaceBook, Pinterest	○ Tik Tok, Youtube Instagram, FaceBook, Pinterest, X	✗ Anti-Social Media Boyycot
Content & Educational Resources	△ Educational Contents	✗ Lack of Contents	○ Educational blog	○ Educational Blog, Promotion Campaigns
App Usability & Personalization Resources	✗ Lack of apps	✗ Lack of apps	△ Apple Store	○ Apple & Google Store

COMPARATIVE RESEARCH

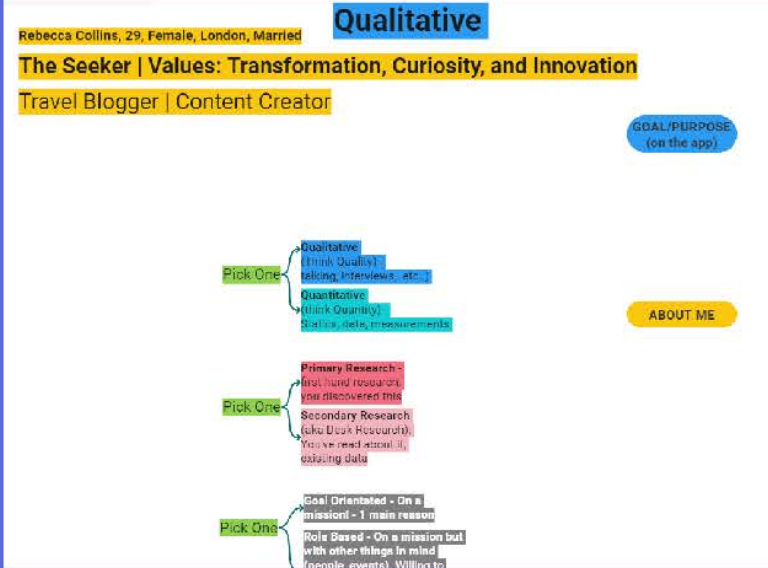
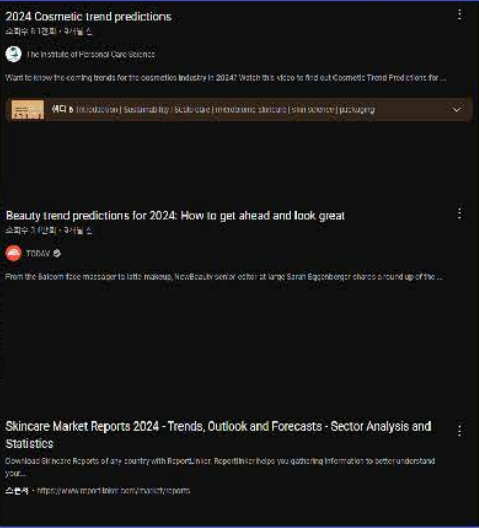
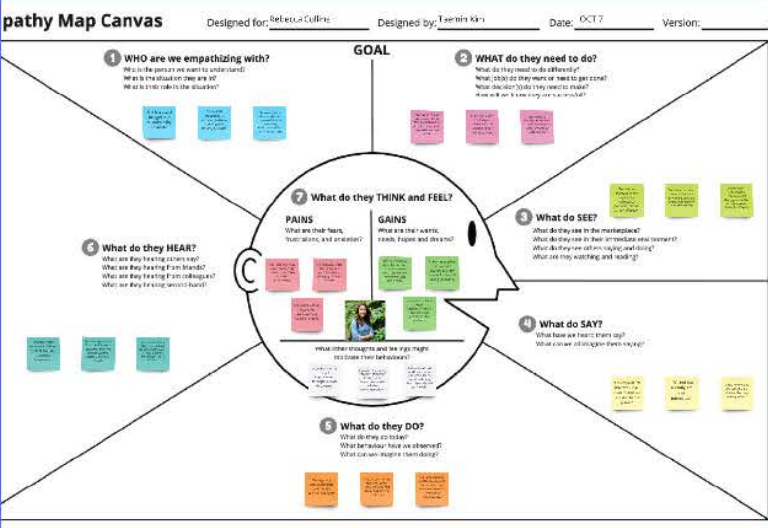


The achieved insights were used to conduct a complete quantitative and qualitative study.

By thoroughly researching the target demographic and developing representative personas and empathy maps, we were able to clearly outline the brand's future direction and strategic emphasis.

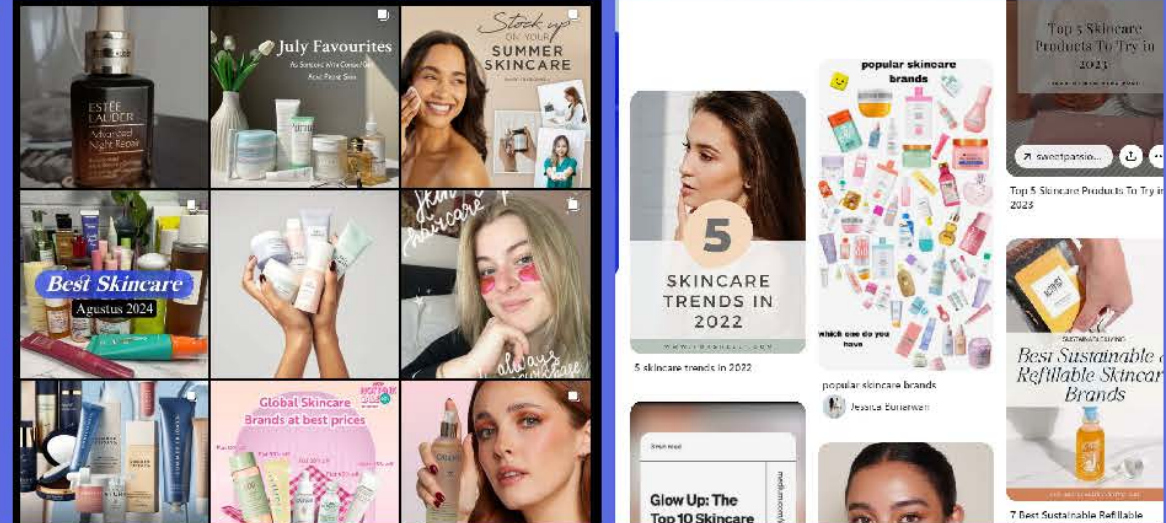
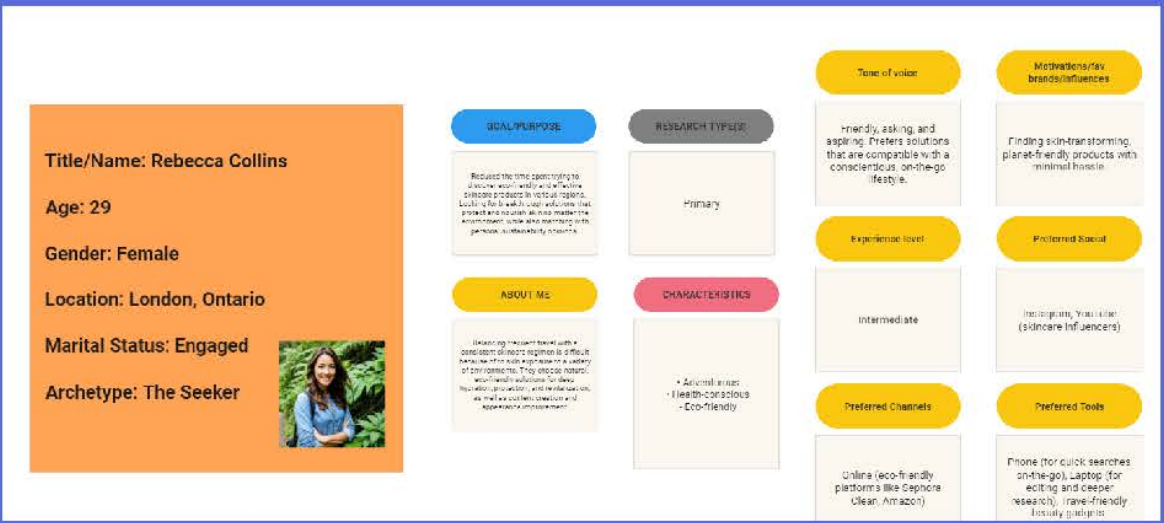
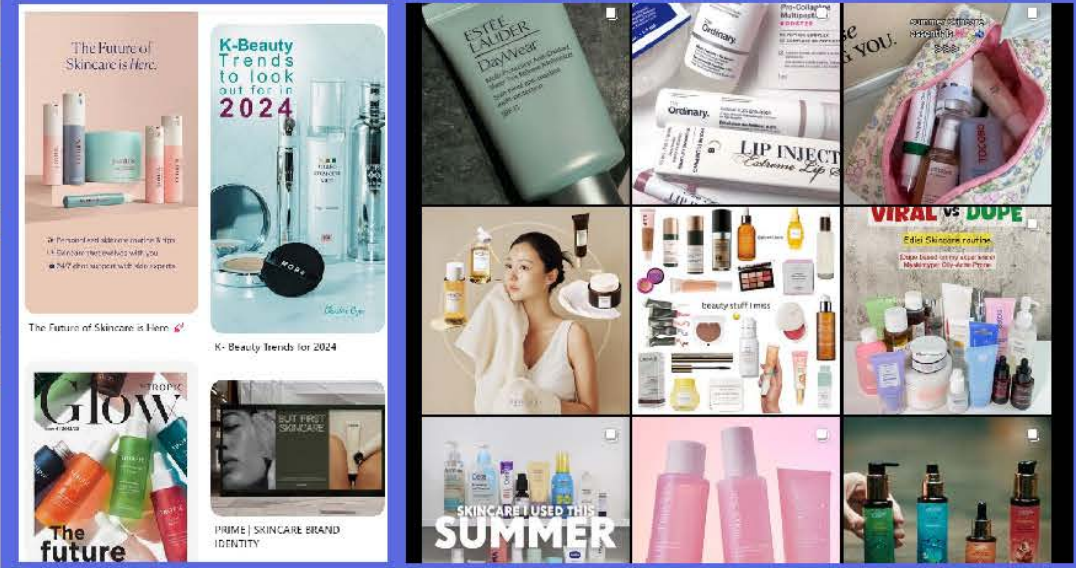
This study enabled us to better match our product and marketing with the requirements and preferences of our target audience.

QUALITATIVE RESEARCH



Reduced the time spent trying to discover eco-friendly and effective skincare products in various regions. Looking for breakthrough solutions that protect and nourish skin no matter the environment, while also matching with personal sustainability opinions.

Balancing frequent travel with a consistent skincare regimen is difficult because of to skin exposure to a variety of environments. They choose natural, eco-friendly solutions for deep hydration, protection, and revitalization, as well as content creation and appearance improvement.



USER PERSONA

Qualitative

DEMOGRAPHICS

AGE : 29

GENDER : Female

JOB : Travel Blogger

STATE : Engaged

LOACTION : London, Ontario



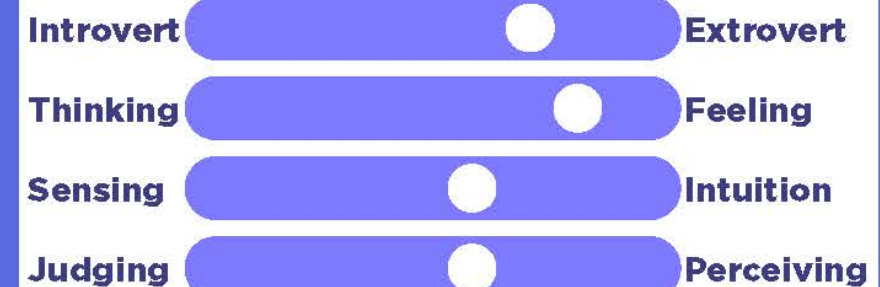
REBECCA COLLINS THE SEEKER

- Adventurous
- Health-conscious
- Eco-friendly

MOTIVATIONS

Finding skin-transforming, planet-friendly products with minimal hassle.

“Travel-induced skin exposure makes consistent skincare regimen challenging. Natural, eco-friendly solutions are used for hydration, protection, revitalization, content creation, and appearance improvement.”



BIO

Rebecca is an adventurous travel blogger with a passion for eco-conscious travel. She shares her journeys around the world, always seeking out sustainable accommodations and ethical beauty brands. Her mission is to inspire her followers to travel responsibly, discover hidden gems, and embrace a lifestyle that nurtures the planet. With over 200K Instagram followers, her insights on organic skincare while traveling have gained her a dedicated audience.

GOALS

Rebecca seeks eco-friendly skincare for travelers and aims to explore sustainable beauty trends that align with her conscious lifestyle. She wants to inspire her audience to adopt mindful skincare habits.

FRUSTRATIONS

She faces challenges with misinformation about “green” products, making it hard to find truly sustainable options. Additionally, she finds it difficult to keep her content fresh while managing frequent travel.

FAVORITE BRANDS



The Ordinary.

patagonia

EXPERIENCE LEVEL

Highly experienced with a range of beauty and skincare products.

PREFERRED CHANNELS

Online
Blogging platforms
Video reviews for  

PREFERRED SOCIAL





EMPATHY MAP

DESIGNER: TAEMIN KIM, DATE: OCT 7, 2024 / Rebecca Collins

WHO are we empathizing with?

Rebecca is a travel blogger and sustainability advocate.

- She travels frequently to remote locations, seeking eco-friendly products.
- She balances between maintaining her skincare routine and supporting environmentally-conscious practices.

WHAT do they need to do?

- She needs to find skincare products that are effective in diverse climates and align with her eco-values.
- She must share her honest reviews with her followers to maintain trust.
- She needs to simplify her skincare routine without compromising on sustainability.

WHAT do they SEE?

- She sees an increase in the market for sustainable products, but not all are effective.
- She observes other travel influencers promoting skincare products that claim to be eco-friendly.
- She witnesses firsthand the environmental damage caused by excessive waste during her travels.

WHAT do they SAY?

- "I need products that work in all climates but are still kind to the planet."
- "If it's not eco-friendly, I'm not interested."
- "I only recommend products that I've tried and that align with my values."

WHAT do they DO?

- She regularly researches new eco-friendly skincare products.
- She documents her skincare routine while traveling and shares tips with her audience.
- She tests products in different climates and ensures they meet her personal standards of sustainability.

WHAT do they HEAR?

- Rebecca hears recommendations from fellow eco-conscious influencers.
- She hears questions from her followers asking for skincare tips that are both portable and eco-friendly.
- She hears conflicting claims from brands about the sustainability of their products, prompting her to be cautious.

WHAT do they THINK and FEEL?

PAINS

- She feels frustrated when eco-friendly products don't live up to their effectiveness.
- She is disappointed when a product can't handle the changing climates she faces.
- She worries about misleading greenwashing claims by brands that are protective but fail in real use.

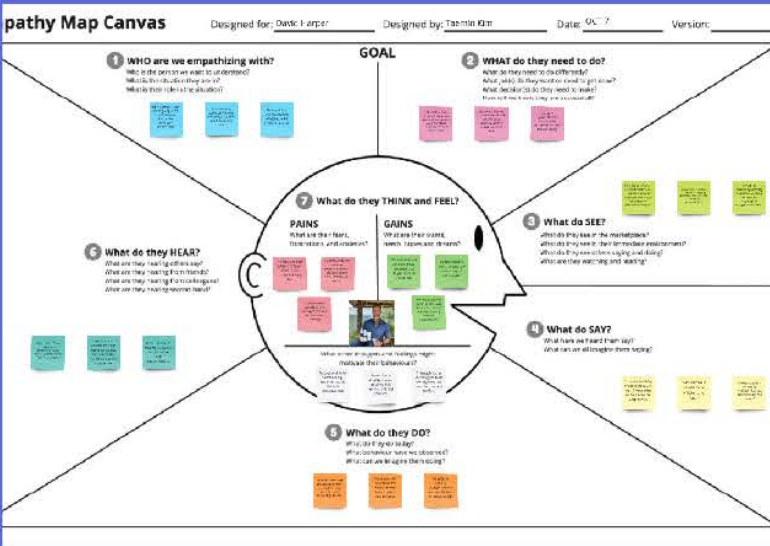
GAINS

- She is satisfied when she finds a product that is both effective and environmentally responsible.
- She is content with a skincare routine that is both minimal and effective.
- She is confident in recommending eco-conscious products to her audience.

What other thoughts and feelings might motivate their behaviours?

- A constant drive for self-improvement through skincare discoveries.
- A passion for staying informed and ahead in the beauty industry to provide valuable recommendations.
- A deep belief that her skincare routine is essential for her overall well-being, both physically and emotionally.

QUANTITATIVE RESEARCH



Easiest 4 Step Skincare Routine for Men! ...
조회수 20 / 만회



My Easy 2-step Skincare Routine by ...
조회수 144 만회



Simple and Affordable Cetaphil Skincare ...
조회수 451 만회

Paper > Grooming

The Psychology of Grooming: How Haircuts and Shaving Improve Your Life

There's no question about it—getting a fresh haircut just makes you feel good. Whether you're waiting for your significant other to notice your sharp look, flaunting it on social media, or picking out an outfit that complements your new style, it's clear that a good haircut can uplift your spirits, boost your confidence, and change how you view yourself.

By Rendezvous Team
August 14, 2024 • 2 Min

Share this post

Title/Name: David Harper
Age: 45
Gender: Male
Location: Scarborough, Ontario
Marital Status: Married with two children
Archetype: The Protector

GOAL/PURPOSE
To discover dependable skincare solutions that help heal and protect skin from the continual difficulty caused by working in healthcare. Researching items that offer long-term comfort for sensitive skin, particularly from dryness induced by regular handwashing.

RESEARCH TYPE(S)
Primary

ABOUT ME
As a 20-year nurse, I've had skin problems because of long working hours and mask usage. I need essential yet effective skincare for quick skin healing while guaranteeing safety and avoiding harsh chemicals. I base my skincare purchases on reliable reviews and statistics from skincare specialists.

CHARACTERISTICS
• Practical
• Comprehensive
• Time-conscious

Tone of voice
Practical, straightforward, and caring. Values efficiency, safety, and long-lasting results.

Motivations/fav brands/influencers
Restoring and protecting skin, finding dermatologist and safe solutions.

Experience level
Beginner

Preferred Social
Facebook, Reddit (healthcare worker communities)

Preferred Channels
Online (Amazon, dermatology recommended websites)

Preferred Tools
Desktop, Phone, Specialized skincare devices (like hand moisturizers designed for healthcare workers).

3 Minute Skin Care Routine Every Man Needs
조회수 141 만회 • 1년 전
Teachingmensfashion

The WORLD's BEST Mens community. The institute opens September 15. Reserve your spot Now: <https://www.teachingmensfashion.com>

DERMATOLOGIST REVIEWS: Men's Skincare Routine- Is there a difference and Women?
조회수 89 만회 • 1년 전
Dr. Daniel Sugul

skincareroutine #menskincare #menskincareroutine #affordablekincare #sunscreens #summerskincareroutine

챕터 10 Introduction | How to determine your skin type and Morning Cleansers | Shaving

MEN'S SKINCARE ROUTINE
21:35

David Harper, 45, Male, Scarborough, Married with two children
The Protector | Values: Nurturing, Care, and Transformation
Senior Nurse | Healthcare Worker **Quantitative**

GOAL/PURPOSE (on the app)
To discover dependable skincare solutions that help heal and protect skin from the continual difficulty caused by working in healthcare. Researching items that offer long-term comfort for sensitive skin, particularly from dryness induced by regular handwashing.

ABOUT ME
As a 20-year nurse, I've had skin problems because of long working hours and mask usage. I need essential yet effective skincare for quick skin healing while guaranteeing safety and avoiding harsh chemicals. I base my skincare purchases on reliable reviews and statistics from skincare specialists.

Pick One
Quantitative (think Quality)
Quantitative (think Quantity)
Primary Research (first-hand research you discovered first)
Secondary Research (also think Researcher)
Goal Orientated - On a mission but with other things in mind (people, events). Willing to deviate/browse

YOU'VE BEEN LIED TO
9:35

ULTIMATE SKIN CARE
3:42

The Only Skincare Products You Actually Need
조회수 77 만회 • 4개월 전
Brandon Balfour

Skincare Products STEP 1. CLEANSER (Normal - Dry Skin) Cetaphil Hydrating Cleanser - <https://www.youtube.com/watch?v=4m1j0y4bFm2p>

챕터 5 Intro | Helene You Start | Skincare | Moisturizer | Sunscreen

How To Create A Complete Skincare Routine For Guys
조회수 41 만회 • 2년 전
Brandon Balfour

A lot of guys tend to think that it's too feminine to have a skincare routine and take care of themselves. When in reality, having a ...

챕터 7 Intro | Cleanser | Toner | Serum | Eye Cream | Moisturizer | Sunscreen

USER PERSONA

Quantitative

DEMOGRAPHICS

AGE : 45

GENDER : Male

JOB : Senior Nurse

STATE : Married with two children

LOACTION : Scarborough, Ontario



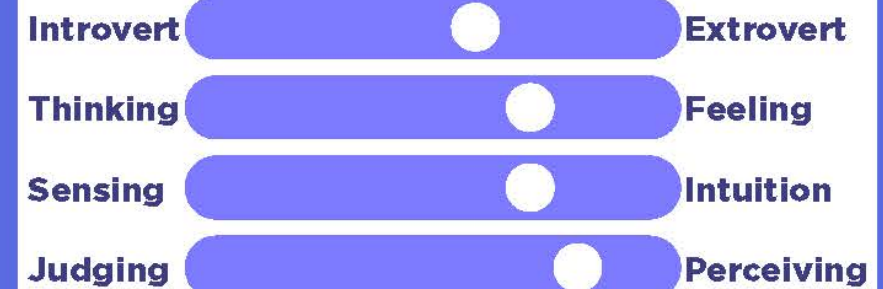
David Harper THE PROTECTOR

- Practical
- Compassionate
- Time-conscious

MOTIVATIONS

Restoring and protecting skin, finding data-driven and safe solutions.

“A 20-year nurse seeks effective skincare for skin problems caused by long hours and mask usage, relying on reviews and statistics from skincare specialists.”



BIO

David is a focused senior nurse with over 20 years of experience. He takes pleasure in his profession and ensures that his patients receive the best possible treatment. Outside of work, he likes taking care of himself and his family. David believes that skincare is an important aspect of maintaining good health, and he is devoted to utilizing natural, dermatologist-approved products that are appropriate for his active, hands-on lifestyle.

GOALS

David wants effective skincare for dry skin and simple routines to share with peers, especially those with active lifestyles. He's focused on finding products that balance quality and affordability.

FRUSTRATIONS

He struggles to find affordable, organic products that fit his busy schedule and often feels overwhelmed by the endless skincare options. The lack of transparency in product ingredients also adds to his frustration.

FAVORITE BRANDS



EXPERIENCE LEVEL

Moderate experience with skincare products—has a basic routine but is exploring more advanced options.

PREFERRED CHANNELS

- In-store
- Dermatologist recommendations
- Online medical forums

PREFERRED SOCIAL





EMPATHY MAP

DESIGNER: TAEMIN KIM, DATE: OCT 7, 2024 / DAVID HARPER

WHO are we empathizing with?

- David is a senior nurse working long shifts in a high-stress, demanding healthcare environment.
- He is constantly washing his hands and using sanitizers, which cause skin irritation.
- He prioritizes practicality and efficiency in his skincare choices.

WHAT do they need to do?

- He needs to find skincare that provides long-lasting protection against irritation caused by frequent handwashing.
- He must integrate his skincare routine into his busy schedule without taking too much time.
- He looks for products that ensure quick recovery of his skin's moisture barrier.

WHAT do they SEE?

- David sees skincare products that claim to protect against irritation, but many fail under the pressure of his job.
- He sees other healthcare professionals struggling with similar skin issues and exchanging recommendations.
- He notices marketing targeting healthcare workers but remains skeptical of exaggerated claims.

WHAT do they SAY?

- "I need something that lasts through my 12-hour shifts without constant reapplication."
- "My skincare needs to be efficient, no fuss."
- "I don't have time for trendy products—just give me something that works."

WHAT do they DO?

- He consistently uses products that work and rarely changes once he finds something reliable.
- He consults his colleagues and reads reviews before buying new skincare.
- He sticks to simple, straightforward routines that can be done quickly.

WHAT do they HEAR?

- He hears from fellow healthcare professionals about their recommendations for effective skincare.
- He hears complaints from colleagues about the toll constant handwashing takes on their skin.
- He is exposed to healthcare-targeted advertisements but remains discerning.

WHAT do they THINK and FEEL?

PAINS

- He feels irritated when a product doesn't last through a long shift.
- He is concerned about long-term damage to his skin due to constant sanitizing.
- He dislikes wasting money on ineffective products that claim to be protective but fail in real use.

GAINS

- He feels relieved when he finds products that truly protect his skin all day.
- He feels at ease when his skincare routine is quick and reliable.
- He feels reassured when he can trust the product to work without requiring frequent reapplication.

What other thoughts and feelings might motivate their behaviours?

- A sense of duty to maintain long-term skin health through consistent care.
- Motivation to simplify skincare routines with reliable, practical solutions.
- A strong focus on choosing products that align with his need for trust and comfort.

User Journey Map

A thorough User Journey Map was produced for our chosen persona, Rebecca Collins, describing her essential interactions with the application.

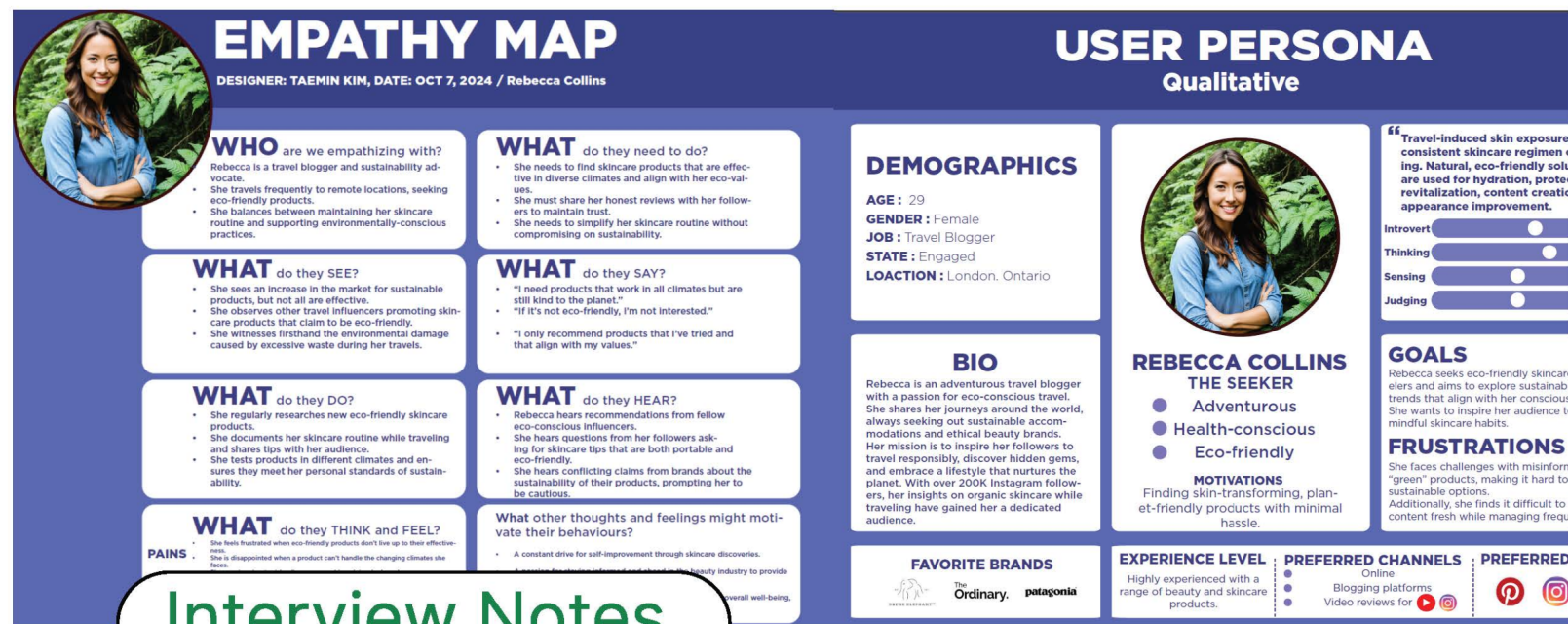
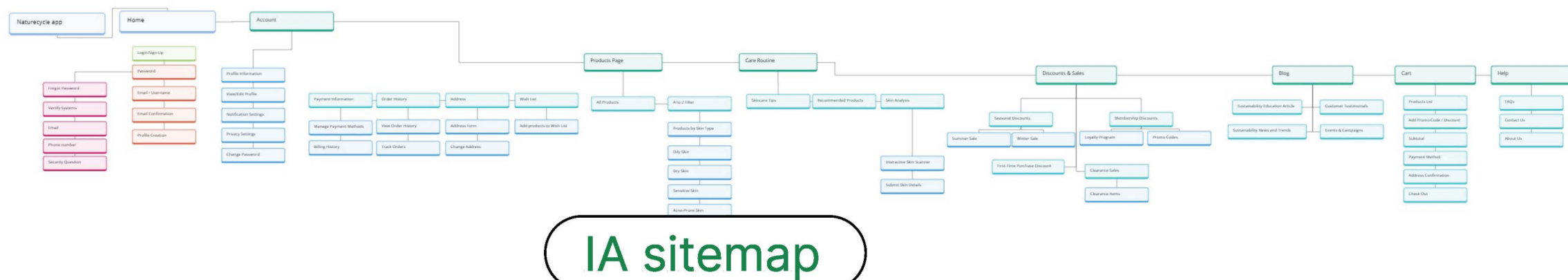
A mobile app prototype was created based on predicted user activities in order to provide a smooth and intuitive experience.

The user flow was carefully created to correspond with the brand's objectives, with a focus on simplicity of use and a user-friendly design that boosts engagement and meets Rebecca's demands.

This method guarantees that the app efficiently provides value to customers while also meeting the brand's objectives.



QUALITATIVE RESEARCH



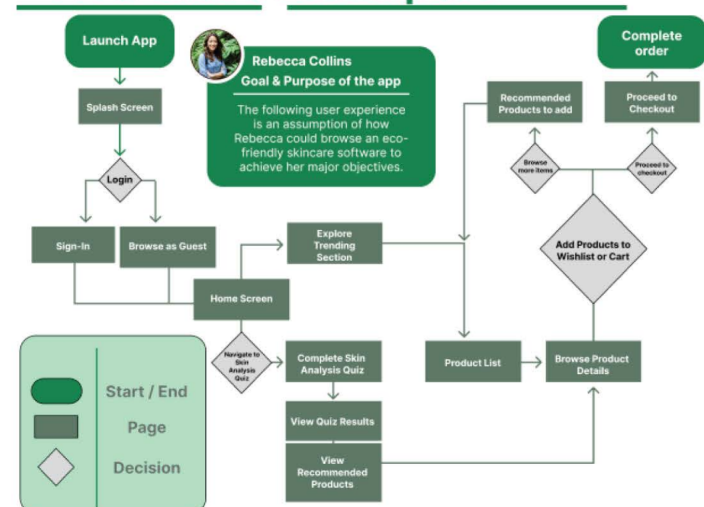
Interview Notes

COMPARATIVE MATRIX

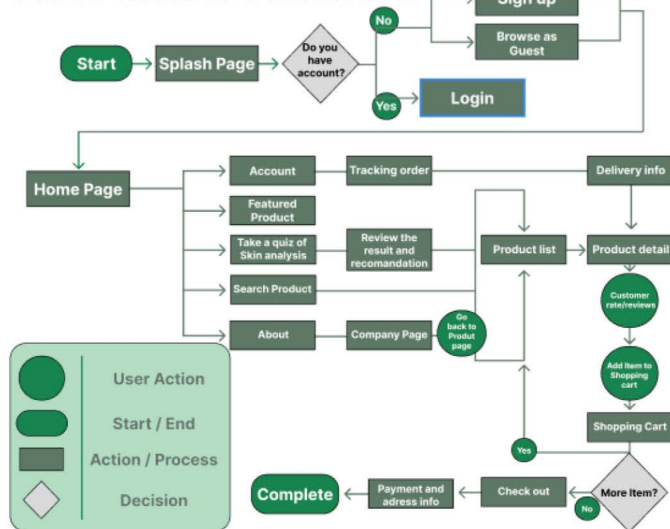
	The Ordinary.	RECYCLED	BIOSANCE.	LUSH
User Interface	○ Clean UI	○ Clean UI, Elegant	△ Modern Informative Interface	△ Bold and colorful.
Customer Support	✗ FAQ, Email But LiveChat	✗ Email, Lack of FAQ	△ Help Center, Livechat, Chatbot, Email, FAQ	△ Email, Phone, SMS, Livechat, FAQ, AVirtual Shopper
Loyalty Program	○ Discount for every customer	✗ Unavailable	○ Rewards program, Discount, VIP	△ Discount for re-tuning containers
Sustainability Program	○ Recyclable, Affordable Material	△ High-Quality But Recycling	△ Energy-efficient Factories.	○ Recyclable and biodegradable materials
Customer Acquisition Tactics	△ Influencers, Affordable Price	○ Skin Type Test, Customizable Products	△ Skin Test	△ Local communities, Campaigns
Subscription-Based Service	○ Flexible Subscription Service	✗ Email	△ Offers, promos, updates.	○ Custom monthly product subscription
Social Media	△ Tik Tok, Youtube Instagram	○ Tik Tok, Youtube Instagram, FaceBook, Pinterest	○ Tik Tok, Youtube Instagram, FaceBook, Pinterest, X	✗ Anti-Social Media Boycott
Content & Educational Resources	△ Educational Contents	✗ Lack of Contents	○ Educational blog	○ Educational Blog, Promotion Campaigns
App Usability				
Personalization				
Reviews				

Competitive Matrix

Flow Chart: Assumptive



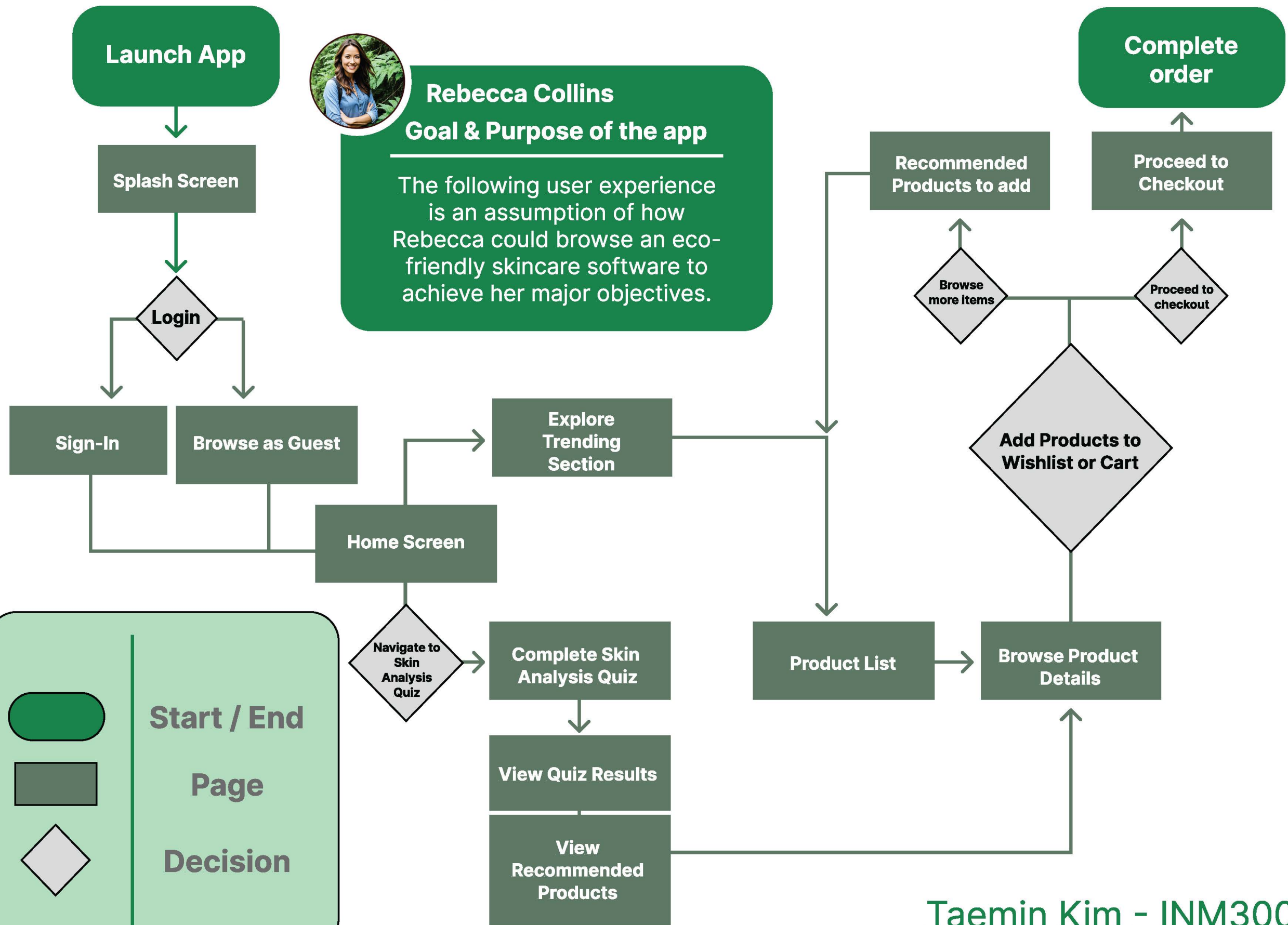
Flow Chart: Validated



Taemin Kim - INM300SCC

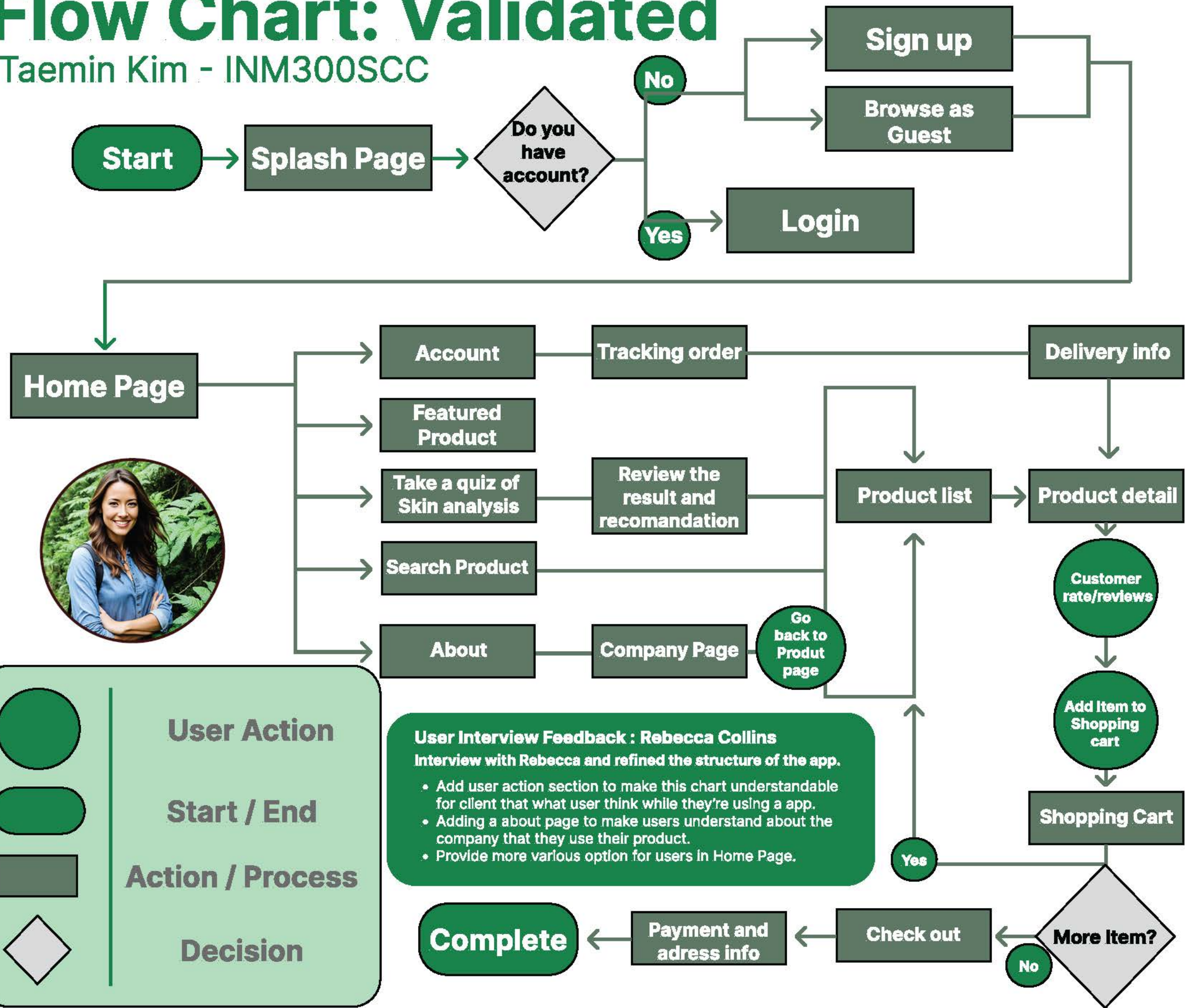
Research

Flow Chart: Assumptive

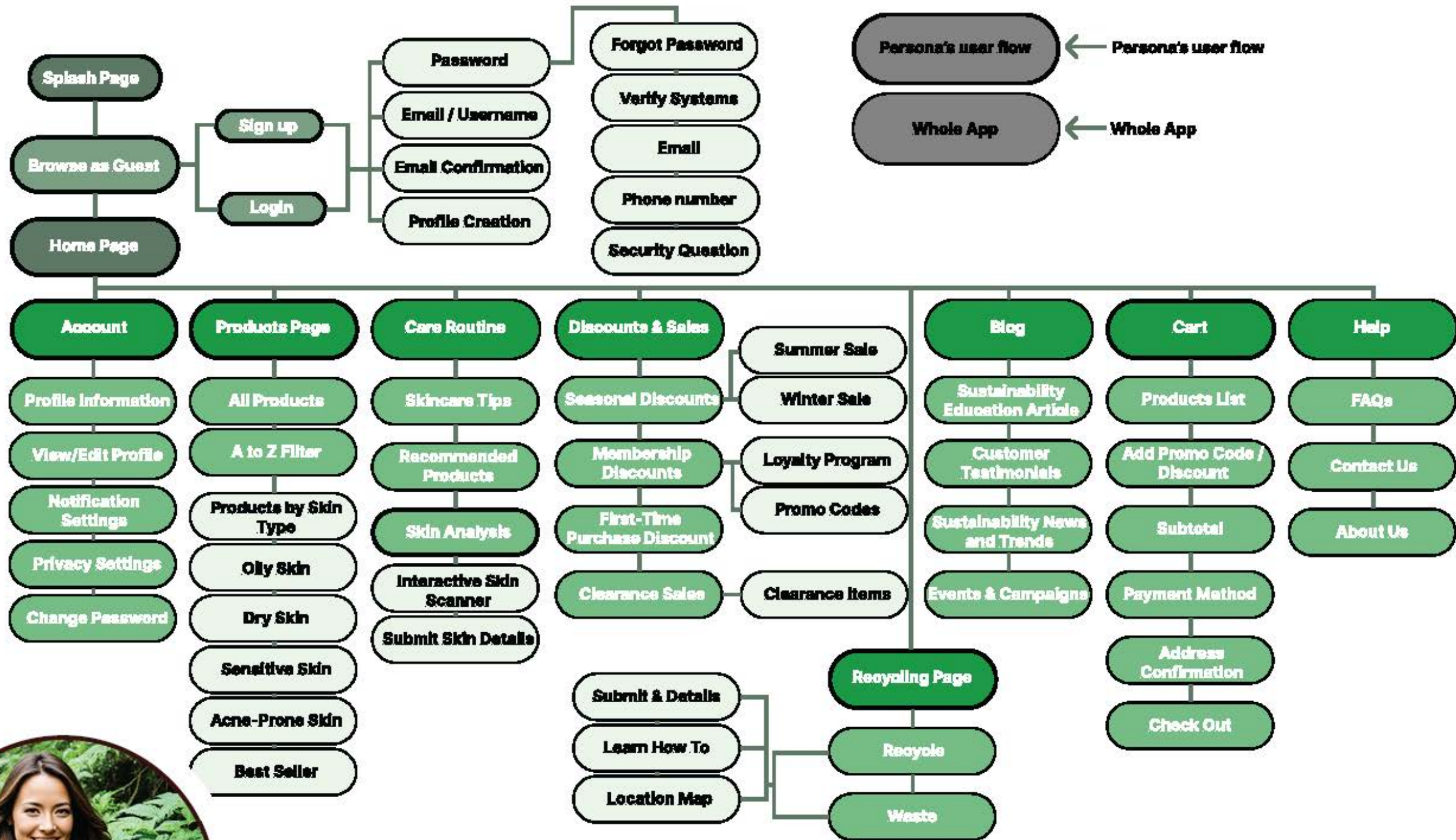


Flow Chart: Validated

Taemin Kim - INM300SCC



Information Architecture Sitemap



Journey Map

Taemin Kim - INM300SCC



Rebecca Collins, 29
Travel Blogger
Engaged
London, Ontario

Goals & expectations

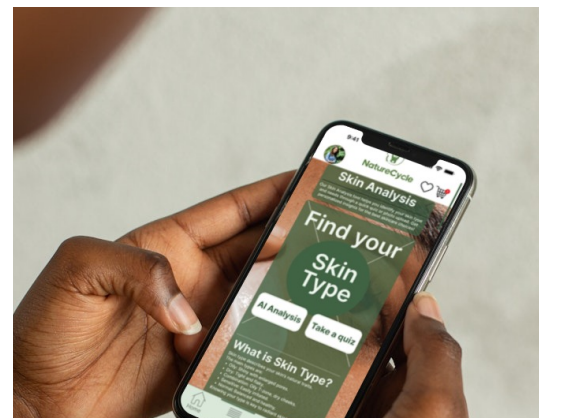
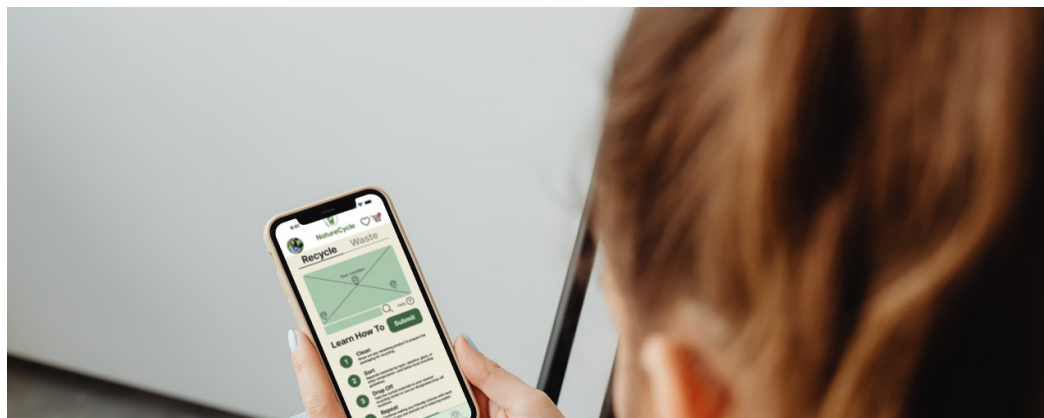
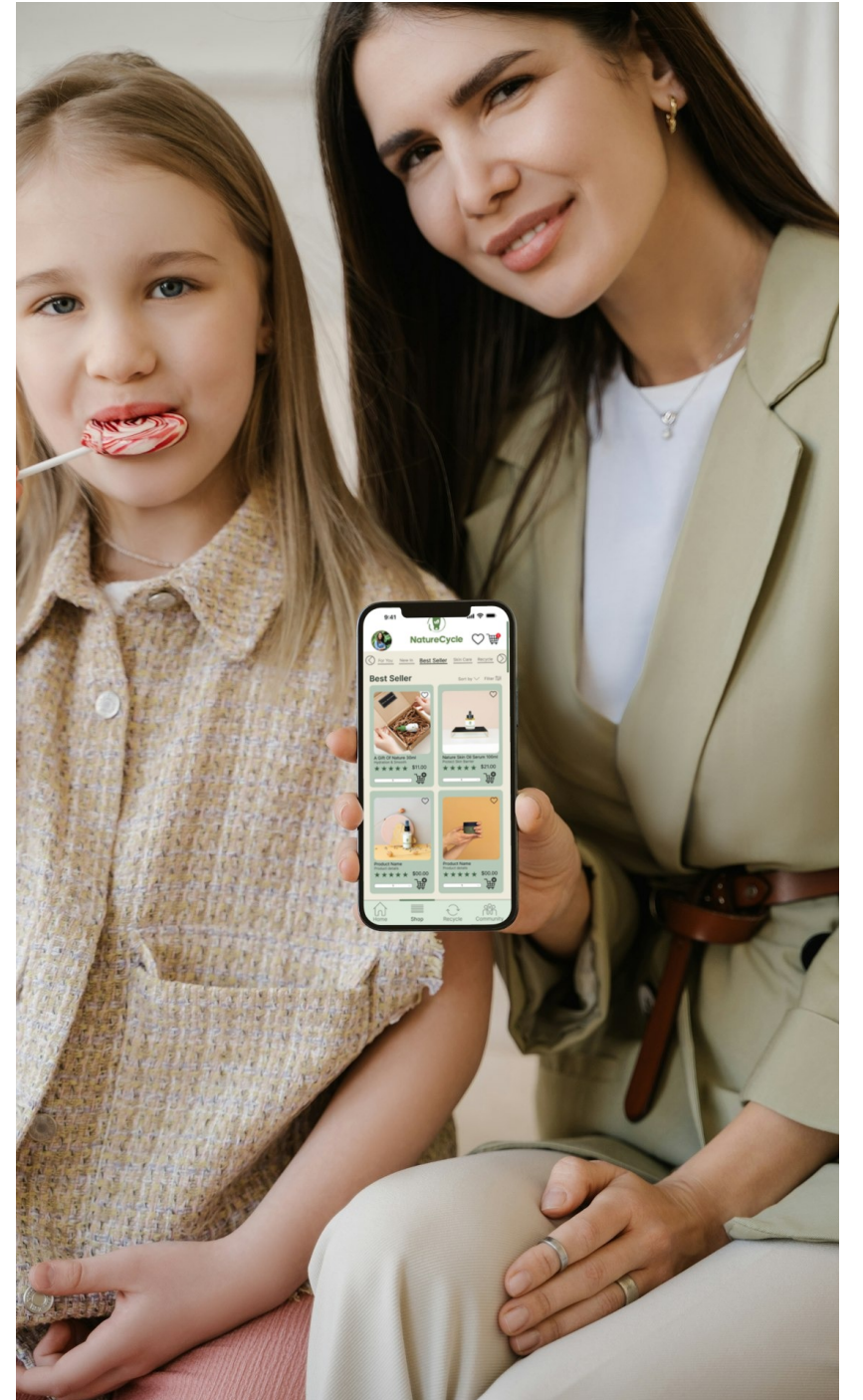
Rebecca seeks eco-friendly skincare for travelers and aims to explore sustainable beauty trends that align with her conscious lifestyle. She wants to inspire her audience to adopt mindful skincare habits.

Scenario

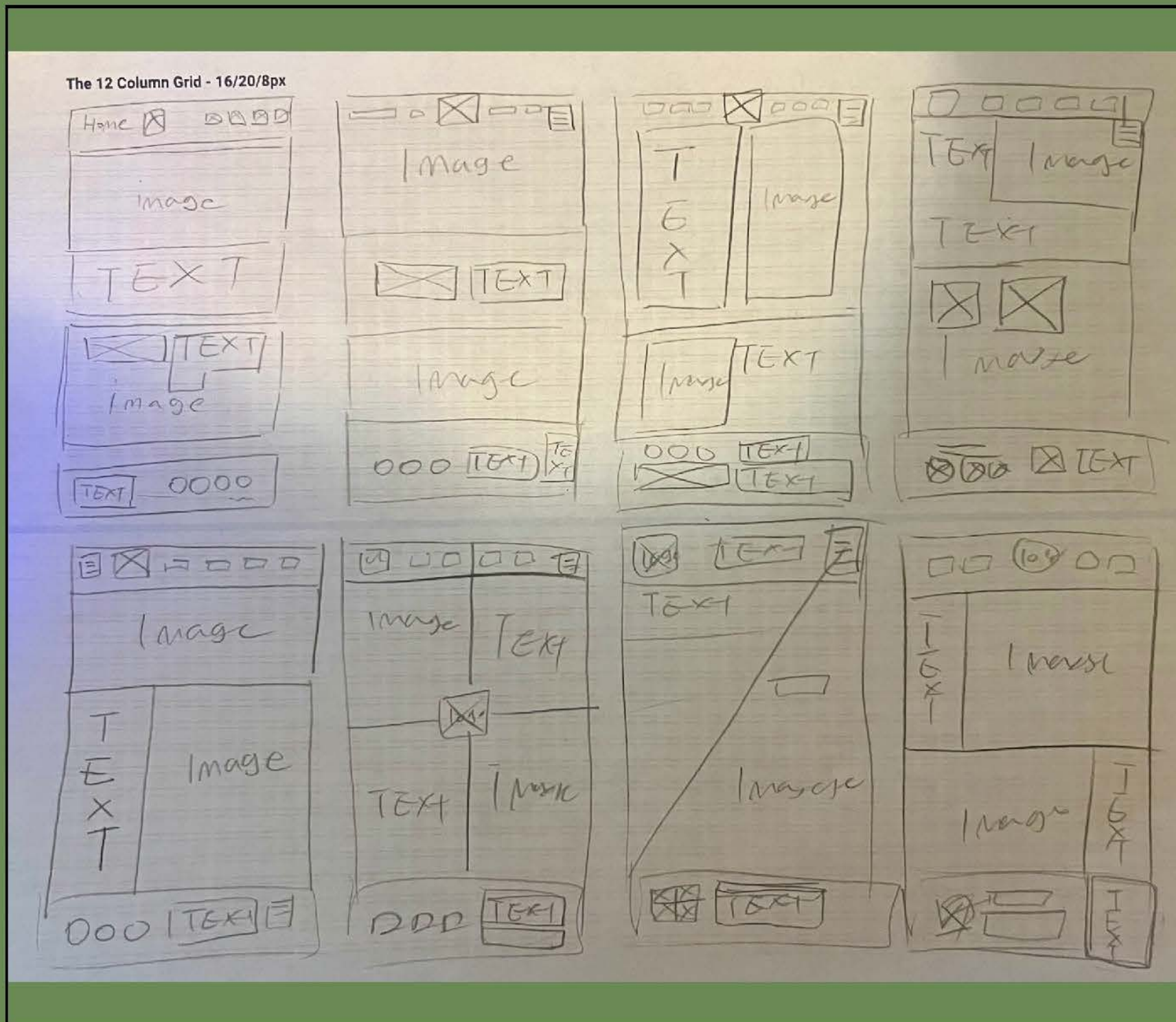
Rebecca uses a skincare app to find eco-friendly products for her trip. After a quick quiz, she buys a moisturizer and sunscreen with sustainable packaging, then shares her purchase on Instagram.

Stages	Consideration	Research	Evaluation	Decision	Purchase	Delivery & Post-Purchase	Reflection
User Flow	Launch app and browse the home screen	Takes a skin analysis quiz for personalized recommendations	Views recommended products and reads reviews	Adds products to wishlist or cart for purchase	Proceeds to checkout with eco-friendly packaging options	Receives product, posts about it online	Leaves a review and checks eco-impact of her purchase
Touchpoints & Actions	Splash screen, login/sign-up process, "Trending" section	Quiz interface, questions on climate, skin type, and habits	Product list page, reviews, certifications, and filters	Wishlist functionality, cart interface	Checkout page, payment, and shipping options	Product tracking, order confirmation, social sharing feature	Review section, app eco-impact tracker
Emotional States & Feedback	Excited by the app's eco-conscious branding, but cautious.	Engaged by the quiz, feels it's tailored to her unique needs.	Confident in product selection; reassured by user testimonials.	Satisfied with the ability to organize items for review or purchase.	Relieved that sustainable packaging is offered, reinforcing her values.	Happy with the delivery; inspired to share her positive experience.	Feels proud of her eco-friendly choices and connected to the community.
Improvement	Provide a quick intro overlay explaining the app's mission.	Add real-time feedback during quiz completion for engagement.	Include influencer testimonials for additional trust.	Allow Rebecca to link wishlist to her content planner.	Provide incentives for eco-conscious choices (e.g., discounts).	Enable Rebecca to share directly to Instagram via integrated tools.	Add personalized thank-you messages to reinforce

WIREFRAMES



Skeleton Sketch



I had a fast 8-minute sketch session and came up with eight basic landing page concepts for the app.

The objective was to make the page memorable but yet practical, therefore I placed the logo and hero picture front and centre to reflect the brand.

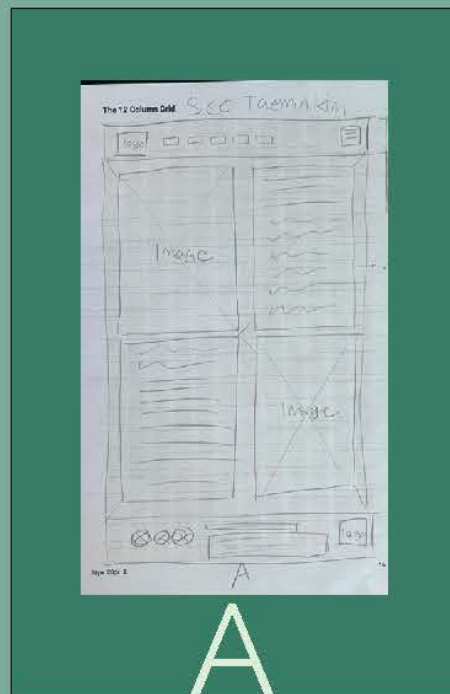
Essential purchasing functionalities were also highlighted to provide simple access and a pleasant user experience.

Refine & A/B Testing

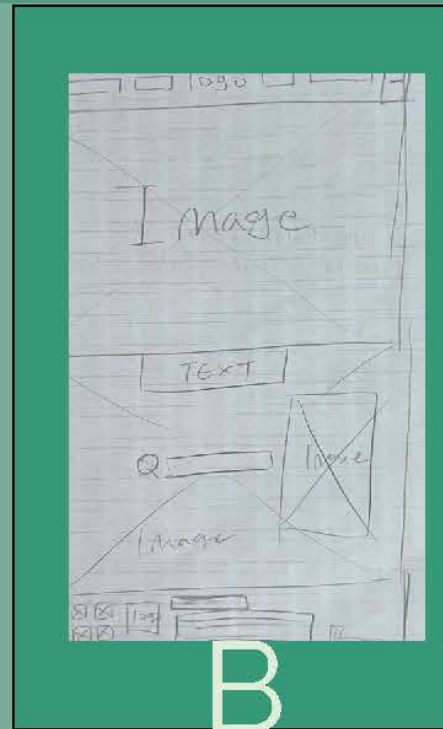
I organized and polished the top two designs, adding details to improve each arrangement.

User preferences were researched to ensure that the designs met the demands of the users,

resulting in a more effective and engaging interface.



- Add search bar
- Concise
- Clean
- Easy to navigate
- Need more Icons



- Preferred Design
- Functional Design
- Eye Catching
- Direct Design
- Need more

4

VS

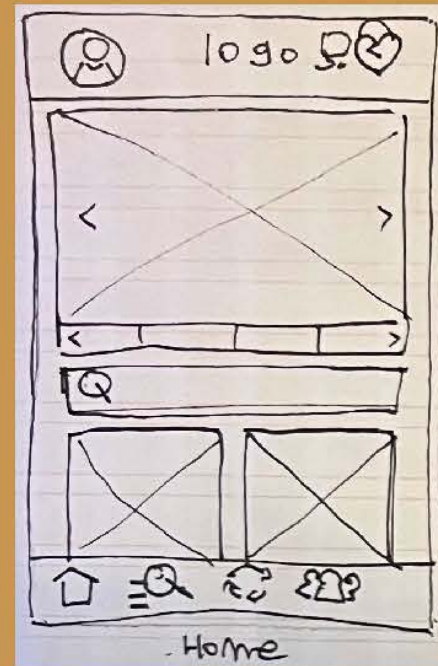
6

Wireframe sketches

Based on A/B testing, I rebuilt the primary app pages to improve both usability and sustainability messaging.

The app provides a straightforward shopping experience while promoting NatureCycle's eco-friendly ideals.

Users can easily learn about the recycling program and trash efforts, building a shared commitment to environmental health.



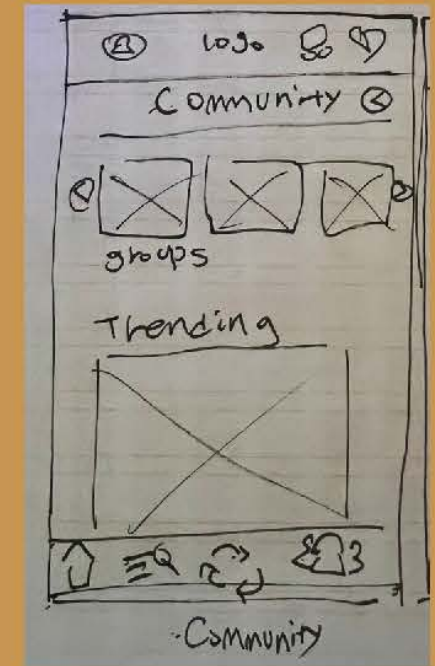
Home



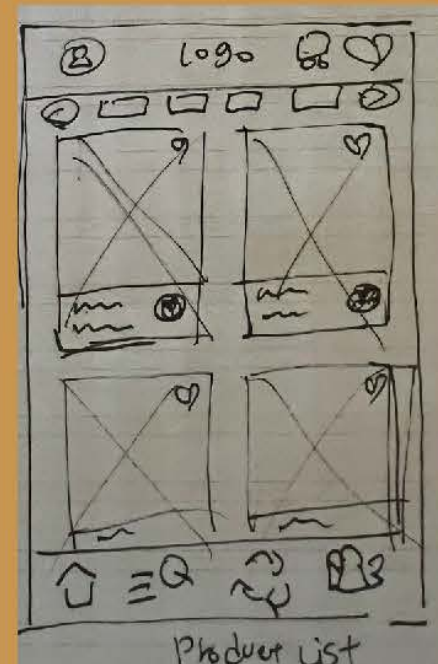
My Dashboard



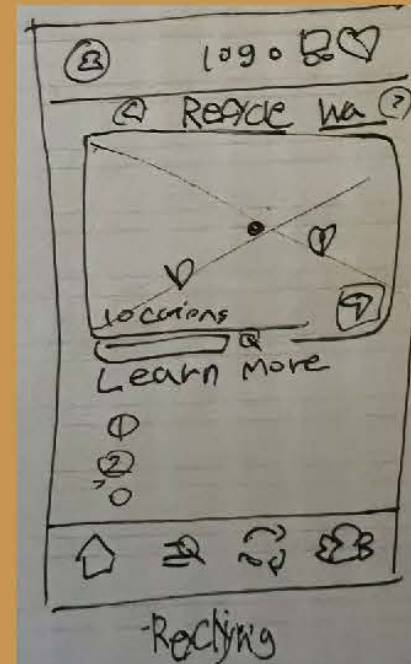
Shopping Cart



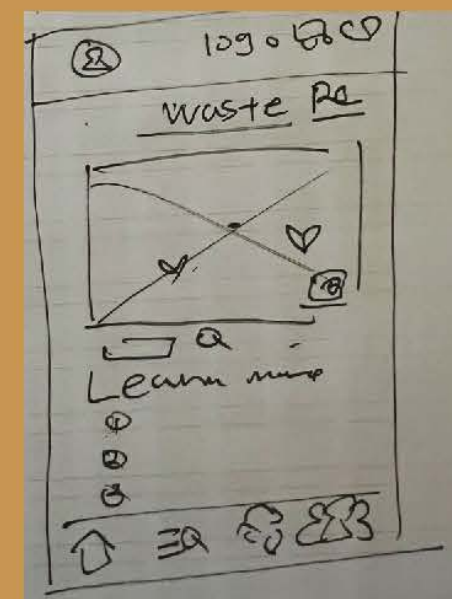
Community



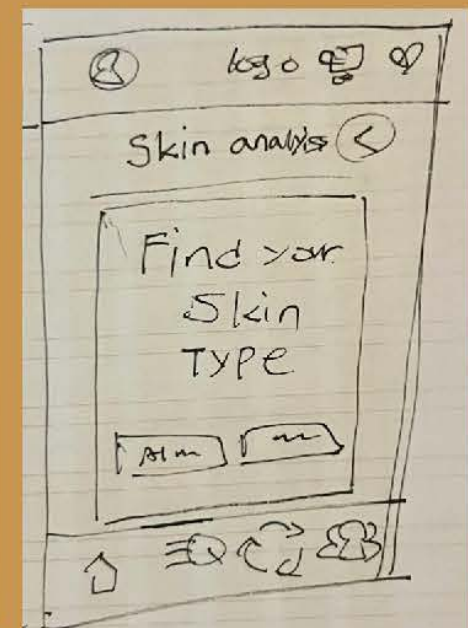
Product List



Recycling

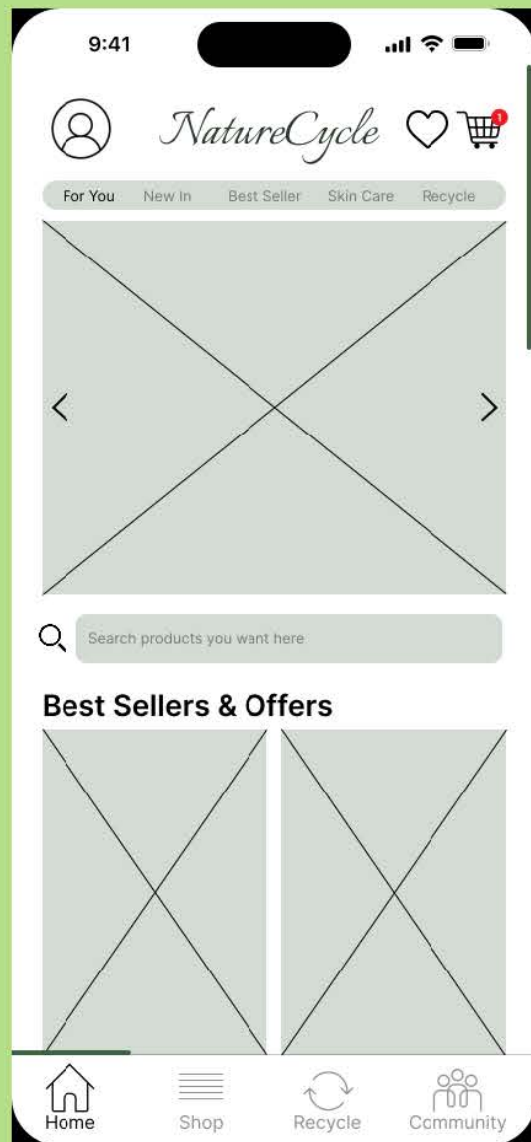


Waste

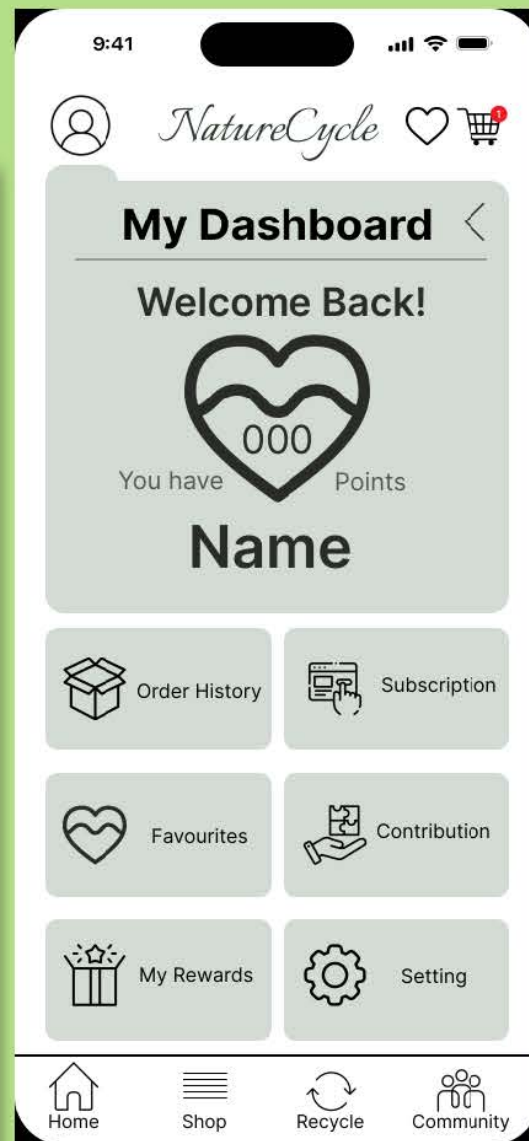


Skin Analysis

Med-Fidelity Wireframe



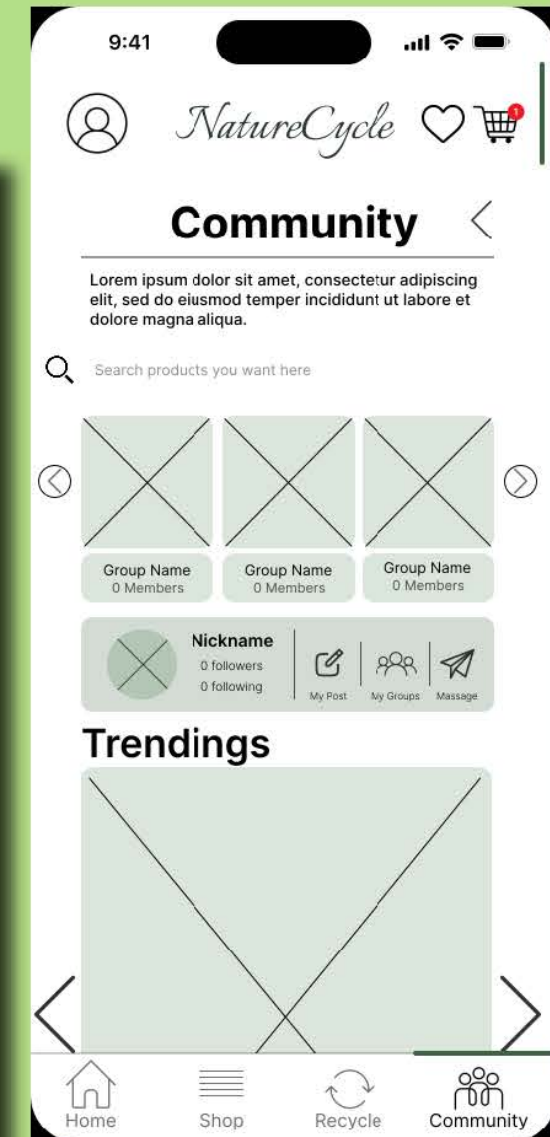
Home



My Dashboard



Shopping Cart

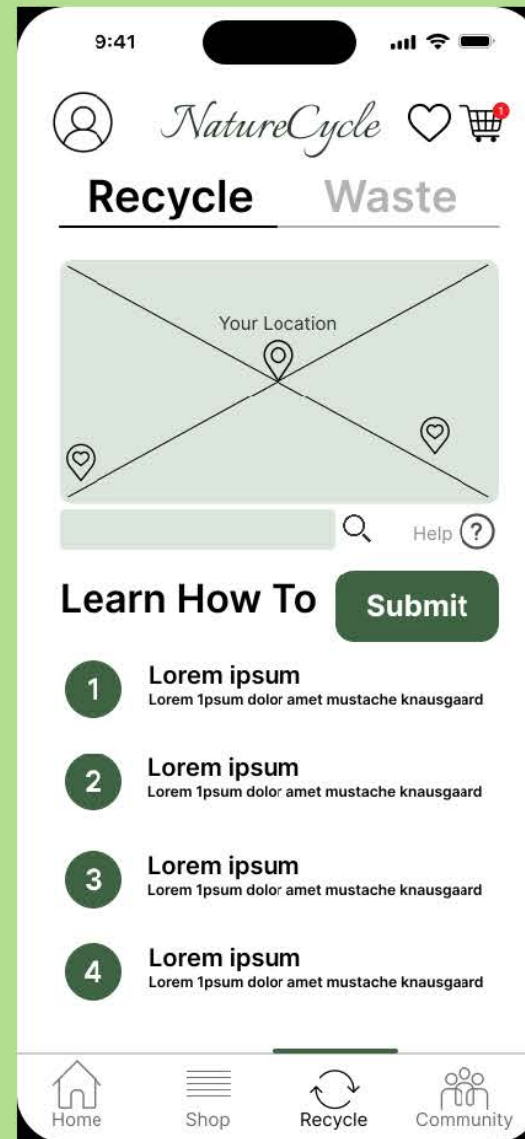


Community

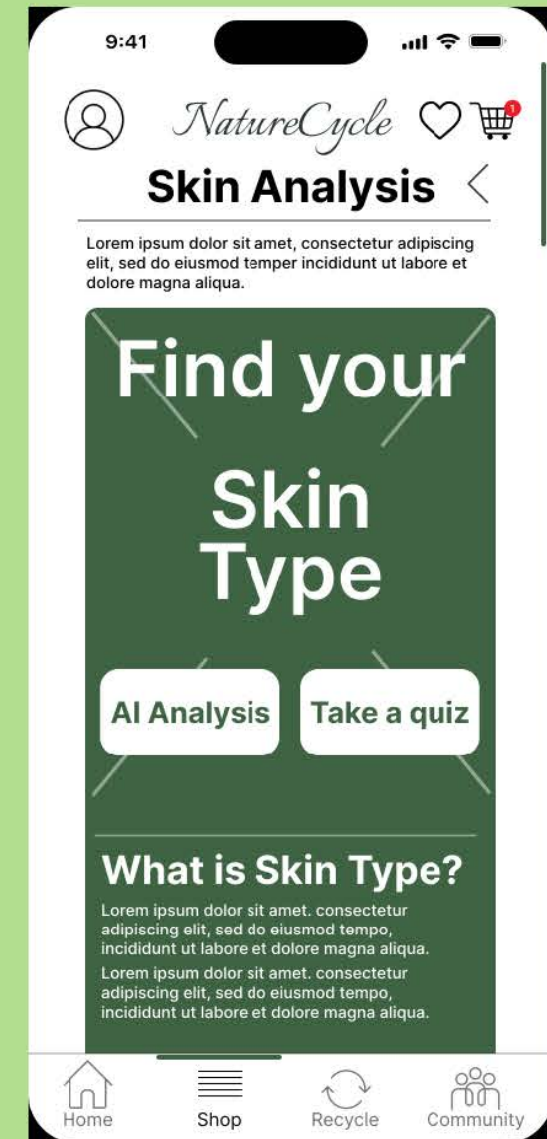
Med-Fidelity Wireframe



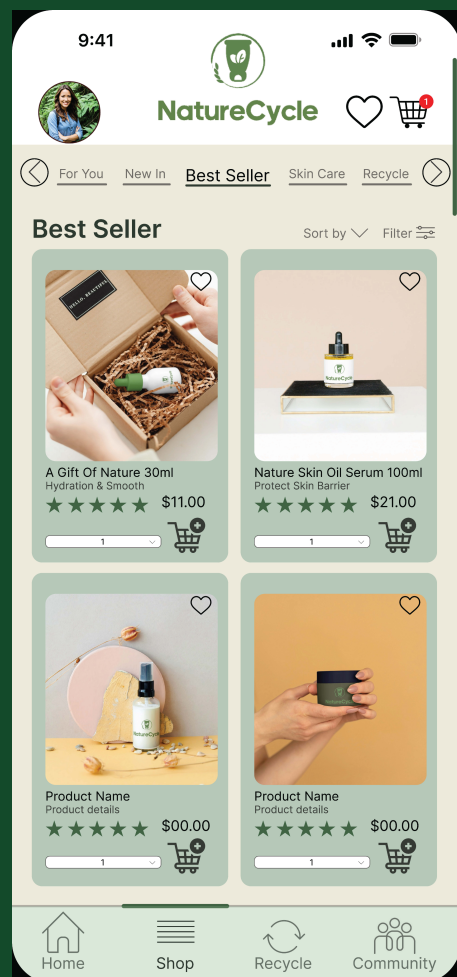
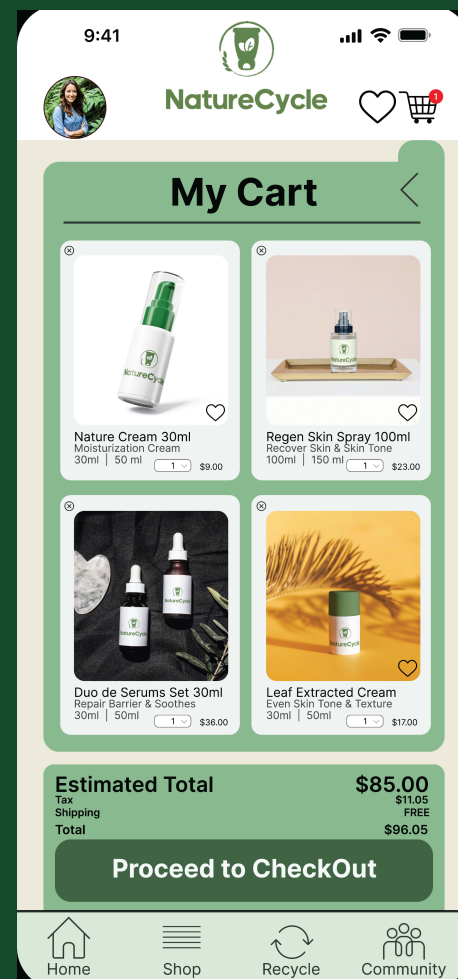
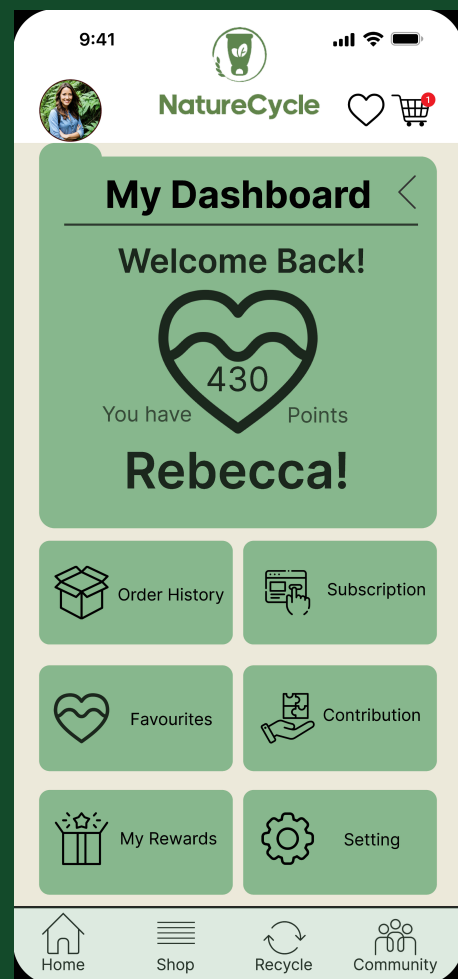
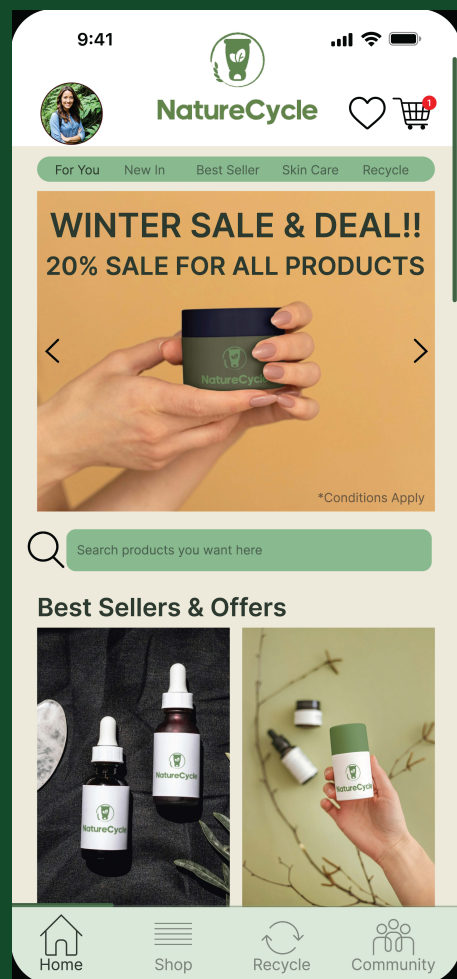
Product List



Recycling Program



Skin Analysis



HIGH -
FIDELITY
WIREFRAMES

USER TESTING

How did you find the process of testing the complete app?

- The program was simple to use and understand, making the whole experience pleasurable.

What features would you include or delete to improve the app's user experience?

- Add: A shortcut button on the product list page allows you to rapidly add goods to the bag.
- Remove/Simplify: The filter tab, which is busy and may benefit from a more simple design.

What specific features or material do you look for while using the app?

- I'm mostly seeking for sunscreen and skincare products appropriate for outdoor use.



Reflection



NatureCycle



This case study has provided valuable insights on mobile app design.

It stressed the significance of conducting extensive research, which included everything from competition analysis to the creation of detailed user profiles and empathy maps.

Through interviews, site mapping, and user flow design, I obtained useful insights that influenced the development of wireframes adapted to user demands.

These stages were critical in creating a user-centric app experience that is consistent with the brand's objectives.

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